

ORDER



KLAS

Orders
Order / Rev: 37065
Alt Order #: 08855053
Product Desc: HECK/CONGRESS/REP
Estimate: 2622
Flight Dates: 08/23/12 - 09/03/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe - R-CD3
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/03/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$6,950.00	\$5,907.50
08/27/12	09/02/12	9	\$14,300.00	\$12,155.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$6,950.00	\$5,907.50	0.00
September 2012	9	\$14,300.00	\$12,155.00	0.00
Totals	17	\$21,250.00	\$18,062.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$21,250.00
Market	100%	\$70,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,541.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/23/12	08/23/12	8 News Now 4p M-F	CM	4-5p	---T---	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---			1			\$900.00		0.00			
E 2	8	08/27/12	08/27/12	8 News Now 4p M-F	CM	4-5p	M-----	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M----- 1 \$900.00 0.00														
E 3	8	08/23/12	08/23/12	8 News Now 4p M-F 8 News Now 4p M-F		5-630p ---T---	:30	1	\$1,250.00	LV1	0.00	NM	1	\$1,250.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ---T--- 1 \$1,250.00 0.00														
E 4	8	08/25/12	08/25/12	8 News Now Sat SpeciaCM 8 News Now Sat Special		8-830p -----S-	:30	1	\$1,250.00	LV1	0.00	NM	1	\$1,250.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$1,250.00 0.00														
E 5	8	08/27/12	08/31/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F		5-630p MTWTF--	:30	3	\$1,250.00	LV1	0.00	NM	3	\$3,750.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 MTWTF-- 3 \$1,250.00 0.00														
E 6	8	08/23/12	08/24/12	8 News Now 11p M-F CM 8 News Now 11p M-F		11-1135p ---TF--	:30	1	\$1,700.00	LV1	0.00	NM	1	\$1,700.00
11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ---TF-- 1 \$1,700.00 0.00														
E 7	8	08/27/12	08/31/12	8 News Now 11p M-F CM 8 News Now 11p M-F		11-1135p MTWTF--	:30	2	\$1,700.00	LV1	0.00	NM	2	\$3,400.00
11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 MTWTF-- 2 \$1,700.00 0.00														
E 8	8	08/25/12	09/02/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p		11-1135P -----SS	:30	1	\$750.00	LV1	0.00	NM	2	\$1,500.00
11P NEWS WKND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----SS 1 \$750.00 0.00 Week: 08/27/12 09/02/12 -----SS 1 \$750.00 0.00														
N 9	8	08/30/12	08/30/12	SD Charger Football CM SD Charger Football		Thurs 7-10p ---T---	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ---T--- 1 \$5,000.00 0.00														
N 10	8	08/25/12	08/25/12	Sat Prime Special CM Insider/KLAS Mov: The Big Hit		830-11p -----S-	:30	2	\$500.00	LV1	0.00	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 2 \$500.00 0.00														
N 11	8	09/01/12	09/01/12	Sat Prime Special CM KLAS Movie: Breathless		8-10p -----S-	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S- 1 \$500.00 0.00														
N 12	8	08/23/12	08/24/12	8 News Now 4-5a CM 8 News Now 4-5a		4-5a ---TF--	:30	1	\$100.00	LV1	0.00	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ---TF-- 1 \$100.00 0.00														
Totals													17	\$21,250.00